



Downtown Tailgate

Blacksburg, Virginia

September 17, 2010

"The Downtown Tailgate will take place the night before the Virginia Tech versus East Carolina football game. This event is much more than your typical pep rally but is a way to welcome opposing team fans to the community while showing Hokie spirit and support. With a beer/wine garden, entertainment, children's activities, and cheerleaders, this family-friendly event is sure to be a continued hit. This event is presented by Downtown Blacksburg, Inc., and sponsored by LeClair Ryan, with support from the Town of Blacksburg, and media support from Cumulus Radio."



Green Statement: "We went green to further our efforts in creating a sustainable community and to expand upon our Cool Cities Campaign. In partnership with the Town of Blacksburg, Downtown Blacksburg, Inc. (formerly Downtown Merchants of Blacksburg) (a non-profit group) we are offering permanent downtown collection sites for CFLs, batteries, and printer cartridges. We are committed to becoming Greener!"



CORE ACTIVITIES for Green Events

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:
 - Glass bottles, aluminum cans, plastic bottles
 - Collection points for CFLs, batteries, and printer cartridges are located throughout our membership
- ☒ **Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling/ composting of food service items disposed of on the premises. This facility pledges that they:
 - Use disposable foodservice items that are recyclable (in your area!)
- ☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible! The organizers of this event pledge that they:
 - Use electronic registration, correspondence and forms
 - Print brochures and other printed items double-sided
 - Purchase/use paper products with 30% or higher recycled-content
- ☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:
 - Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting

Food service

- Avoid box lunches and serve trays/platters of food instead

Restrooms

- Have a contract for environmentally-friendly, portable restrooms

Logistics

- Encourage the use of mass-transit and/or carpooling to the event
- Purchase from vendors and service providers with a commitment to the environment



☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on our website to the Virginia Green Events webpage
- Have a green event section on our event’s webpage highlighting all of our green activities
- Have signs at the event registration which list all of our green activities

For more information on Downtown Tailgate, see www.downtownblacksburg.com or contact Lauren Blakemore at events@downtownblacksburg.com or (540) 951-0454.

Virginia Green is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize their impacts on the environment. This event has met the established “core activities” for **Green Events** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen or www.viriniagreentravel.org.



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

